

RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

February 26, 1997

RJR Account #160600
Mr. B. Donahue
DONAHUE TOBACCO CO.

APRIL DORAL B2GF LIGHTER / PROMOTION #700050

Dear Bill:

Regular *DORAL* product has been ordered (see quantities listed below), as well as **60** SKUs of Doral Lighters (Item #521573) to pack and ship the above promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

<u>UPC #</u>	<u>DORAL STYLE</u>	<u>#/ (12M)</u> <u>Cases</u>
12300-16612	FF King	1
12300-15312	FF 100	1
12300-15112	Light King	1
12300-15212	Light 100	1

PO #032497

Product / Premium Arrival:

March 24, 1997

Ship Date to Retail:

Week of: March 31, 1997

Lighters: (Item #521573)

SKU CUBE:

1.1490

SKU WT (w/o Product):

4.1900 lbs

Retail Sales Offer per Sku:

20 units

Billing per Sku:

4 Savings Cartons

EFT \$ Amount:

\$2,118.98

Non-EFT \$ Amount:

\$N/A

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B2GPF

DONAHUE TOBACCO CO.

Promotion Description: Utilize self-contained shipper. Shipper contains 20 B2GF Doral Lighter sleeves. Two packs of the same brand should be loaded into each sleeve; four cartons per Display. *One (1) Carton each: Doral FF Kg / FF 100 / Lt Kg / Lt 100 / Lt Box.* Consumer purchases two (2) packs of Doral a free Doral Lighter.

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED RETAIL CUSTOMER LIST.

SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'

Attached is a list of accounts authorized to receive packed displays. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$112.00 (4 (12M) case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: R. Westenberger / 162302

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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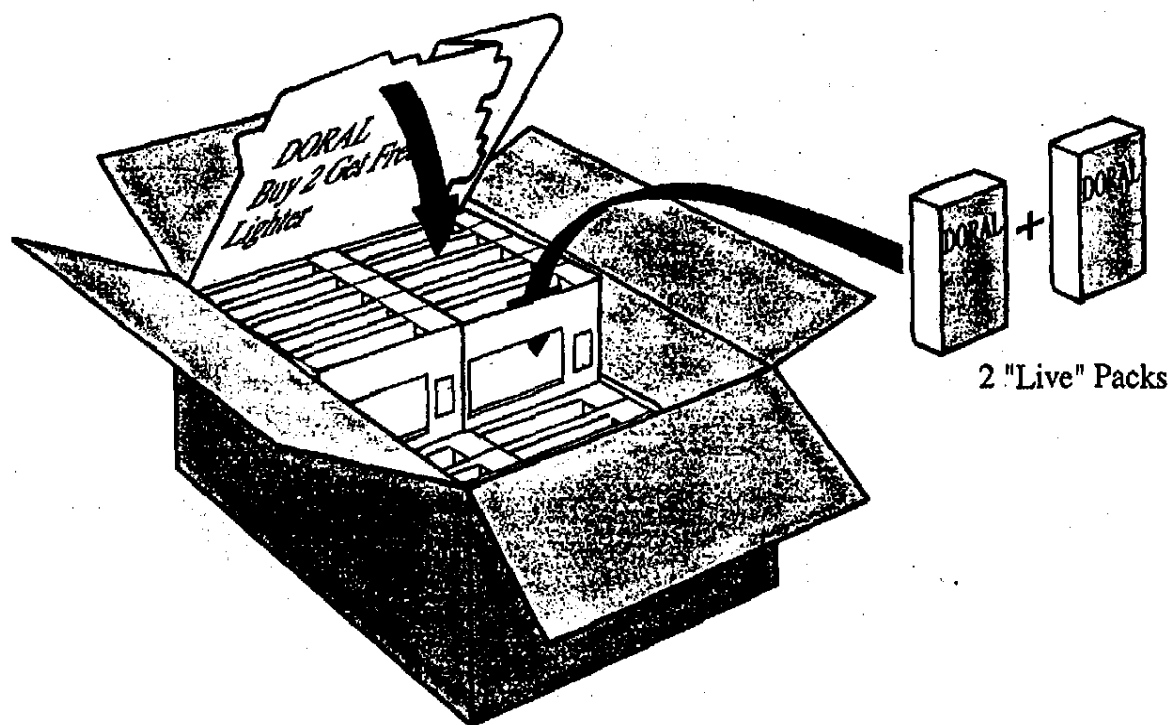
WHOLESALE PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 2ND QTR. '97

April DORAL B2GF Lighter

STEPS

1. Open DORAL B2GF Lighter shipping case.
2. Add 2 "live" DORAL packs of same brand style to each sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 521573

Description: DORAL B2GF Lighter April Display/POS Kit

Brand Style						
Number of Cartons						

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BPEN55B2

WORKPLAN VAP TEMPLATE LISTING

 PAGE: 19
 DATE: 97-02-20
 TIME: 04:32 PM

 WHOLESALER : 160600 DONOHUE CANDY & TOB., INC. <DIRECT>
 TEMPLATE : 700050 70400 DORAL APR LTR
 TEMPLATE SEQ : 0004
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162302	162320	177018	MOOREWOOD IGA	MAIN STREET	NORTH CREEK	NY	12853	1				
162302	162320	176627	EDDIES GROCERY	82 BOULEVARD ST	HUDSON FALLS	NY	12839	1			906941	(518)251-2775
162304	162321	176607	CORINTH NEWS	118 MAIN ST	CORINTH	NY	12822	5				(518)747-3277
162302		494790	EMRICK'S EMPORIUM	4466 HARRISBURG R	STONY CREEK	NY	12878	1				(518)654-6031
162302		564276	ASAD PETROLEUM GETT	RT 9L & 149	QUEENSBURY	NY	12804	1				(518)696-2035
162302	162320	177009	JACOB & TONEYS IGA	157 MAIN ST	WARRENSBURG	NY	12885	4				(518)792-3191
162305	162323	722987	NEW AB CONVENIENT	299 2ND AVE	ALBANY	NY	12209	2				(518)623-3850
162302		767657	GIFFORD'S MOBIL	WEST MAIN STREET	QUEENSBURY	NY	12804	1				(518)433-0749
162304	162321	392637	GETTY MART	RT 50 & BROOKLINE	BALLSTON SPA	NY	12020	3				(518)798-3166
162302	162320	177038	SCOTTIES VARIETY	20 MAIN ST	GRANVILLE	NY	12832	1				(518)885-2538
162302	162320	250716	BONFARE	RT 9 SARATOGA AVE	S GLENS FALLS	NY	12803	1				(518)642-9889
162302	162320	573906	ZAFAR DAR & SONS PE	122 AVIATION RD	QUEENSBURY	NY	12804	1				(518)798-4781
162302	162321	640167	ZENATH PETROLEUM	278 BROADWAY	HUDSON FALLS	NY	12839	1				(518)792-3110
162304	162321	402337	A-PLUS #60036F	521 BROADWAY	SARATOGA SPRIN	NY	12866	5		0362-0102		(518)747-8503
162304		699058	CORINTH MOBIL	132 MAIN ST	CORINTH	NY	12822	2				(518)583-4202
162305	162323	579471	N&H GROCERY	218 LARK ST	ALBANY	NY	12210	1				(518)654-9993
162305		252946	STOP -N- SHOP MARKE	21 LARK STREET	ALBANY	NY	12210	1				(518)436-0484
162306	162323	686763	GM PETROLEUM	RT 9 & 20	EAST GREENBUSH	NY	12061	2				(518)645-1623
162302	162320	177011	BOB'S VARIETY	47 SOUTH STREET	GLENS FALLS	NY	12801	2				(518)477-9129
162302	162320	177035	HARTFORD IGA	ROUTE 40	HARTFORD	NY	12838	1				(518)792-9891
162302	162320	670993	EXIT 23 TRUCK STOP	RT. 9 DIAMOND FT	LAKE GEORGE	NY	12885	1				(518)632-5291
162304		482448	MARKEL'S HESS	719 NEW LOUDON RD	LATHAM	NY	12110	1				(518)623-3707
162306	162325	634314	HAMADA MART INC.	95 CONGRESS STREE	TROY	NY	12180	1				(518)783-7624
162201		684091	NORTHERN BORNE	MAIN STREET	LONG LAKE	NY	12847	1				(518)275-0514
162201		653523	NORTHERN BORNE MOBI	RT. 30	LONG LAKE	NY	12847	1				(518)624-3271
162302	162320	177024	SOKOLS QUEENSBURY M	122 AVIATION RD	GLENS FALLS	NY	12804	1				(518)624-2178
162302		177048	GETTY 58743	23 MAIN & JOHN ST	HUDSON FALLS	NY	12839	1				(518)792-3777
162304	162321	699172	ZZ PETROLEUM, INC.	2429 STATE ROUTE	BALLSTON SPA	NY	12020	3				(518)747-6764
												(518)899-6271

PAGE BREAK TOTAL ACCOUNTS 28 TOTAL QUANTITY 47

TEMPLATE TOTAL ACCOUNTS 28 TOTAL QUANTITY 47

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03/25/97

ACCOUNT NUMBER: 160600 DONOHUE CANDY & TOB.
VOUCHER NUMBER: 15347725 114 MIDDLE AVE
DATE WRITTEN: 03/25/97 SARATOGA SPRINGS , NY 128
STATUS: PAID
AMOUNT PAID: 112.00 SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	4.00	112.00

EXPLANATION: DORAL B2GF LIGHTER/#700050/SR 162302

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